DOCUMENT RESUME

ED 068 943 CS 200 182

AUTHOR	Ely, Juanita
TITLE	Effective Business Letters, Business Education: 5128.41.
INSTITUTION	Dade County Public Schools, Miami, Fla.
PUB DATE	72
NOTE	25p.; An authorized course of instruction for the Quinmester Program
EDRS PRICE	MF-$0.65 HC-$3.29
DESCRIPTORS	Business Correspondence; Business Education; Business English; Business Skills; Business Subjects; *Composition (Literary); *Course Content; *Curriculum; *Instructional Materials; Letters (Correspondence); Office Occupations Education; Office Practice; *Teaching Guides; Vocational Education
IDENTIFIERS	*Quinmester Program

ABSTRACT

This course is designed to review business letter parts, placement, and punctuation and to study the qualities of effective business letters; application in the composition of business letters; remittance, order, acknowledgment, general response, claim and adjustment, credit and collection, sales, employment, public relations, and social-business letters, announcements, and invitations. The course outline consists of: I. Course Enrollment Guidelines; II. Course of Study Performance Objectives; III. Course Content; IV. Course Procedures, Strategies, and Suggested Learning Activities; V. Evaluative Instruments; VI. Resources for Students -- a list of 20 books, reference manuals workbooks, and textbooks published between 1964 and 1971 and a list of drill books, filmstrips, and tapes; and VII. Resources for Teachers -- a list of books, manuals, audio-visual aids, and periodicals. The course appendix includes Suggested Test Items with a key and Directions for Using Zip Codes and State Abbreviations in Addresses. (Author/AL)

ED 068943

U S DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
OFFICE OF EDUCATION
THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL OFFICE OF EDUCATION POSITION OR POLICY

AUTHORIZED COURSE OF INSTRUCTION FOR THE QUINMESTER PROGRAM

EFFECTIVE BUSINESS LETTERS

Business Education—5128.41

FILMED FROM BEST AVAILABLE COPY

DADE COUNTY PUBLIC SCHOOLS
DIVISION OF INSTRUCTION • 1971

CS 200 182

ED 068943

EFFECTIVE BUSINESS LETTERS

5128.41

Business Education

Written by Juanita Ely
And Approved by the Business Education Steering Committee
For Quinmester Courses

for the

DIVISION OF INSTRUCTION
Dade County Public Schools
Miami, FL 33132
1972

DADE COUNTY SCHOOL BOARD

Mr. William Lehman, Chairman
Mr. G. Holmes Braddock, Vice-Chairman
Mrs. Ethel Beckham
Mrs. Crutcher Harrison
Mrs. Anna Brenner Meyers
Dr. Ben Sheppard
Mr. William H. Turner

Dr. E. L. Whigham, Superintendent of Schools
Dade County Public Schools
Miami, Florida 33132

Published by the Dade County School Board

TABLE OF CONTENTS

I. COURSE TITLE 1

II. COURSE NUMBER 1

III. COURSE DESCRIPTION 1
- Synopsis 1
- Textbook 1
- Occupational Relationships 1
- Rationale 1

IV. COURSE ENROLLMENT GUIDELINES 1
- Prior Experiences Needed 1
- Pretest 1

V. COURSE OF STUDY PERFORMANCE OBJECTIVES 1

VI. COURSE CONTENT 2
- Equipment and Supplies 2
- Business Letter Form 3
- Qualities of Effective Letters 4
- Writing Business Letters 4

VII. COURSE PROCEDURES, STRATEGIES, AND SUGGESTED LEARNING ACTIVITIES 5
- Course Strategies and Methods 5
- Business Letter Form 6
- Qualities of Effective Letters 7
- Writing Business Letters 7

VIII. EVALUATIVE INSTRUMENTS 7
- Tests 7
- Grading 8

IX. RESOURCES FOR STUDENTS 8
- Textbooks 8
- Workbooks 8
- Reference Manuals and Books 9
- Drill Books, Filmstrips, and Tapes 9

X. RESOURCES FOR TEACHERS 11
- Books and Manuals 11
- Audio-Visual Aids 11
- Periodicals 11

APPENDIX 12
- Suggested Test Items 13
- Directions for Using ZIP Codes and State Abbreviations in Addresses 19
- Key for Suggested Test Items 20

I. COURSE TITLE—EFFECTIVE BUSINESS LETTERS

II. COURSE NUMBER—5128.41

III. COURSE DESCRIPTION

A. Synopsis

A review of business letter parts, placement, and punctuation; a study of qualities of effective business letters; application in the composition of business letters: remittance, order, acknowledgment, general response, claim and adjustment, credit and collection, sales, employment, public relations, and social-business letters, announcements, and invitations.

B. Textbook

State adopted textbook in Business English and/or one of the department's choosing.

C. Occupational Relationships

Correspondent	Office manager
Executive	Personnel clerk
General office worker	Secretary
	Stenographer

D. Rationale

Businesses have lost or failed to gain customers because the employer or the secretary was not skilled in writing business letters. Young men or women who hope to compete in the business world need the letter-writing skills offered in this course.

IV. COURSE ENROLLMENT GUIDELINES

A. Prior Experiences Needed

The students should have attained the objectives of Business Grammar in Good Taste, Spell It Right, and Business Applications of Typewriting Skills prior to enrollment in this course.

B. Pretest

This test should include items that will reveal proficiency in grammar, punctuation, spelling, capitalization and typing skills. It should reveal weaknesses and aid the teacher in the selection of activities for each student.

V. COURSE OF STUDY PERFORMANCE OBJECTIVES

Upon completion of the course, the student will be able to—

1. correctly identify and place all parts of business letters including all special notations such as writer's identification, reference initials, enclosure, carbon copy and blind carbon copy notations, registered mail, certified mail, and postscript;

V. COURSE OF STUDY PERFORMANCE OBJECTIVES, Continued

2. type a letter in any of the following styles: block, modified block (with or without indented paragraphs), AMS Simplified, inverted paragraph, and Government;

3. correctly address envelopes following U. S. Postal Service guides for address placement, state abbreviations, ZIP codes, and special notations;

4. match each term with its definition when given a list of terms commonly used in the communications phase of business and a set of definitions;

5. recognize trite expressions and jargon, substituting up-to-date expressions;

6. compose letters whose message a reader can interpret in only one way, the way intended by the writer; and compose and type a given style of business letter to fit a given hypothetical situation, meeting the following criteria:

   a. all the requirements for that specific type of business letter are met;

   b. all elements of the letter style are properly observed;

   c. the letter is grammatically correct;

   d. the body of the letter is well organized and is courteous, complete, concise, clear, and correct;

   e. the letter is correctly punctuated throughout.

   The following types of letters will be considered business letters: credit letters, sales letters, order letters, collection letters, claim and adjustment letters, public relations letters, recommendation letters, invitation letters, request letters, application letters, acknowledgment letters, social-business letters, and letters of transmittal.

VI. COURSE CONTENT

A. Equipment and Supplies
   1. Basic needs
      a. Typing desk and chair
      b. Typewriter
      c. Textbook for each student
      d. Typing paper
      e. Carbon paper
      f. Correction paper or fluid
      g. Envelopes, large and small
      h. Business letter wall charts

VI. COURSE CONTENT, Continued

2. Supplementary needs
   a. Overhead projector
   b. Screen
   c. Flannel board and kit of letter parts (optional)
   d. Opaque projector
   e. Cassette playback units with spelling words recorded on cassettes
   f. Record player and discs with recorded spelling drills
   g. Drill books, tapes, or records for typing, grammar, punctuation, capitalization, and spelling

B. Business Letter Form
   1. Parts and placement
      a. The Heading
         (1) Letterhead
         (2) Dateline
         (3) Typed headings
      b. The Opening
         (1) Inside address
         (2) Attention line
         (3) Salutation
      c. The Body
         (1) Subject line
         (2) Message
      d. The Closing
         (1) Complimentary close
         (2) Company signature
         (3) Writer's identification
         (4) Reference initials
         (5) Enclosure notations
         (6) Carbon copy notation
         (7) Blind carbon copy notation
         (8) Mailing and other notations
         (9) Postscript
   2. Positioning of letter parts
      a. Spacing
      b. ZIP code numbers
      c. Horizontal and vertical placement
   3. The second page
      a. Side margins
      b. Top and bottom margins
      c. Page headings
   4. The envelope
      a. Return address
      b. U. S. Postal Service ZIP code plan for addressing
      c. Folding and inserting for large and small envelopes
   5. Arrangement and punctuation styles
      a. Block arrangement
         (1) Open punctuation
         (2) Mixed punctuation

VI. COURSE CONTENT, Continued

b. Modified block with paragraph indentions
(1) Open punctuation
(2) Mixed punctuation
c. Modified block without paragraph indentions
(1) Open punctuation
(2) Mixed punctuation
d. Other arrangements
(1) AMS Simplified
(2) Government
(3) Hanging-indented

C. Qualities of Effective Letters
1. Psychology in business
a. Positive attitude
b. Negative expressions
2. Letter with a plan
a. How to plan
b. The outline
3. The language of business letters
a. Trite and outworn phrases
b. Jargon
4. "C" qualities in business letters
a. Courtesy
b. Completeness
c. Clearness
d. Correctness
e. Conciseness

D. Writing Business Letters
1. Letters that request
a. Information
b. Literature or free service
c. A product or service for subsequent billing
d. Special favors
2. Letters of transmittal
3. Answering inquiry letters
a. Granting a request
b. Refusing a request
4. Claim and adjustment letters
5. Credit letters
a. Acknowledging applications for credit
b. Requesting credit information
c. Granting credit
d. Refusing credit
6. Collection letters
a. First reminder
b. Second statement
c. Stronger request
d. Urgent request
e. Threat of legal action
f. Letter from attorney or agency

VI. COURSE CONTENT, Continued

7. Sales letters
   a. To make direct sales
   b. To obtain inquiries about services or products
   c. To announce and test reaction to new services and products
   d. To reach out-of-the-way prospects
   e. To reinforce dealers' sales efforts
   f. To build goodwill
8. Acknowledgment letters
   a. Acknowledging receipt of money
   b. Confirming appointments, orders, agreements
   c. Acknowledging business papers
   d. Welcoming new customers
9. Social-business letters
   a. Expressing thanks
   b. Congratulations
      (1) To a business acquaintance
      (2) To an employee
   c. Sympathy
   d. Formal invitations
   e. Replies to formal invitations
10. Public relations letters
   a. Express appreciation
   b. Capitalize on some special occasion
      (1) Holiday
      (2) Birthday
      (3) New baby
      (4) Offer to be of service
11. Introduction or recommendation
   a. General
   b. Specific
12. Announcements
   a. Opening of new business
   b. Removal of business to new address
   c. Absorption of one firm by another
   d. Election of a new official of the business
13. Application letter and personal data sheet
   a. Letter of application
   b. Personal data sheet
   c. Letters requesting permission to use names as references
   d. Follow-up letters (to thank employment interviewer for time he gave and others for submitting references)
   e. Letter accepting a position
   f. Letter refusing a position
14. Letter of resignation

VII. COURSE PROCEDURES, STRATEGIES, AND SUGGESTED LEARNING ACTIVITIES

A. Course Strategies and Methods

VII. COURSE PROCEDURES, STRATEGIES, AND SUGGESTED LEARNING ACTIVITIES, Continued

The methodology to be used should be directed toward practice in composing written communications. The theme should be "write, rewrite, and rewrite." Content, appearance, and technical accuracy (grammar, punctuation, spelling) must be stressed.

Identification of weaknesses in spelling, punctuation, capitalization, grammar, and typing should be made early in the course and the student should be encouraged to use teacher-recommended drills to strengthen specific weaknesses.

Visual aids add much to student learning. Bulletin board displays that illustrate effective letters are helpful. Typing wall charts may be used to point out correct placement of letter parts and to illustrate each style of letter.

A flannel board with flannel-backed stylized letter parts can be used effectively in developing awareness of differences in letter styles and letter punctuation. The media may also be used for quick quizzes to determine students' grasp of these concepts.

Teacher-dictated spelling drills may be individualized through the use of cassette playback units.

The overhead projector or opaque projector can be used to display examples of actual business letters or examples from reference books. The students need to see and analyze many examples.

Frequent evaluation by the teacher of student work is mandatory. The student learns by correcting the errors in each letter he writes and by rewriting the letter to meet mailable standards.

Each student can ask a business acquaintance to make a list of the types of letters used in his business. A committee can compile these lists and can make a class presentation showing the frequency of types of letters used in several businesses or offices.

B. Business Letter Form

Review and reinforcement drills are needed to provide students with effective skill in the mechanics of correct letter placement. Drills are needed to reinforce learning of the correct placement for special notations. Letter appearance is the first impression the reader has of the business; therefore, students need practice in making the letter look like "a picture in a frame."

VII. COURSE PROCEDURES, STRATEGIES, AND SUGGESTED LEARNING ACTIVITIES, Continued

C. Qualities of Effective Letters

Students need to be introduced to the positive or negative effect of certain words or expressions. Students may begin this study by making a list of words or expressions that annoy them. As individual students read lists, select examples and write them on the chalkboard. Then have students replace the words or expressions with pleasing words.

Students may begin a business vocabulary list and, as each type of letter is studied, add to the list. This will also help students learn the correct spelling of each word. Students may write a skit using only trite expressions or jargon and present it to the class.

Using the five "C's" of business letters as criteria, have students evaluate mimeographed letters collected by the teacher.

D. Writing Business Letters

Clip from newspapers and magazines interesting advertisements for free literature and display them on bulletin boards. Students may select one and write for material.

Take classified help wanted ads from a current Sunday edition of the paper and let each student choose one ad and write a letter of application for the job. Some students may actually mail the final draft of the letter and get the job.

Have a contest to pick the most original and appealing sales letter written by a student. Judging may be done by a panel of students and teachers or by a local businessman.

Pick hypothetical situations that entail correspondence and have students write an appropriate type of letter. Each letter should be rewritten until all errors are corrected.

VIII. EVALUATIVE INSTRUMENTS

A. Tests

Suggested items for tests may be found in the sample evaluative instruments in the Appendix.

Both the pretest and posttest should measure all of the performance objectives for the course. Successful completion of the posttest indicates readiness to advance to another course. Errors in responses to the pretest indicate areas of needed learning for each student in the class.

VIII. EVALUATIVE INSTRUMENTS, Continued

B. Grading

There are suggested charts for grading business letters in the books listed in Resources for Teachers. Each teacher has her own method of evaluation that has been successful for her. It is most important that the student clearly understands the criteria for grading and that the teacher is consistent in following the given criteria.

All work should be evaluated by the teacher and returned immediately to the student for revision and/or correction.

Tests that are objective in nature may be graded on a percentage basis with a minimum of 80 percent correct answers accepted as passing.

IX. RESOURCES FOR STUDENTS

A. Textbooks

Aurner, Robert R.; Burtness, Paul. Effective English for Business Communication, 6th edition. Cincinnati: South-Western Publishing Co., 1970.

Classen, H. George. Better Business English. New York: Arco, 1966.

Himstreet, William; Baty, Wayne. Business Communications, 2nd edition. Belmont: Wadsworth Publishing Co., 1966.

Himstreet, William C.; Porter, Leonard; Maxwell, Gerald. Business English in Communications. Englewood Cliffs: Prentice Hall, 1964.

Stewart, Marie; Lanham, Frank; and Zimmer, Kenneth. Business English and Communication, 3rd edition. New York: Gregg Division of McGraw-Hill Book Co., 1967.

B. Workbooks

Aurner, Robert R.; Burtness, Paul. Study Projects for Effective English for Business Communication, 6th edition. Cincinnati: South-Western Publishing Co., 1970.

Fruehling, Rosemary and Bouchard, Sharon. Business Correspondence/30. New York: Gregg Division of McGraw-Hill Book Co., 1970.

Himstreet, William; Porter, Leonard; Maxwell, Gerald. Activities Book; Business English in Communications. Englewood Cliffs: Prentice Hall, 1964.

IX. RESOURCES FOR STUDENTS, Continued

B. Workbooks, Continued

Stewart, Marie; Lanham, Frank; Zimmer, Kenneth. Student Projects and Activities for Business English and Communication, 3rd edition. New York: Gregg Division of McGraw-Hill Book Co., 1967.

C. Reference Manuals and Books

Abbreviations for Use with ZIP Codes. U. S. Postal Service, Washington, D. C., 1967.

Blumenthal, Lassor A. A Complete Book of Personal Letter-writing and Modern Correspondence. New York: Doubleday, 1969.

Gavin, Ruth E.; Sabin, William. Reference Manual for Stenographers and Typists, 4th edition. New York: Gregg Division of McGraw-Hill Book Co., 1970.

House, Clifford R. Typewriting Style Manual. (Correlated with 20th Century Typewriting, 9th edition) Cincinnati: South-Western Publishing Co., 1968.

House, Clifford R. and Koebele, Appolonia M. Reference Manual for Office Personnel, 5th edition. Cincinnati: South-Western Publishing Co., 1970.

Hutchinson, Lois. Standard Handbook for Secretaries. New York: Gregg Division of McGraw-Hill Book Co., 1969.

Klein, A. E. The New World Secretarial Handbook. New York: World Publishing Company, 1970.

Leslie, Louis A. 20,000 Words, 6th edition. New York: Gregg Division of McGraw-Hill Book Co., 1970.

Liles, Parker; Brendel, Leroy; and Krause, Ruthetta. Typing Mailable Letters, 2nd edition. New York: Gregg Division of McGraw-Hill Book Co., 1969.

Sheff, Alexander. How to Write Letters for All Occasions. New York: Doubleday, 1971.

Dictionary, thesaurus, encyclopedia, word books

D. Drill Books, Filmstrips, and Tapes

Booklet—Success in Business Letter Writing. Available from Teaching Aids Incorporated, P. O. Box 3527, Long Beach, CA 90803. $1.00

IX. RESOURCES FOR STUDENTS, Continued

D. Drill Books, Filmstrips, and Tapes, Continued

Booklets—Office Girl's Workshop--Portfolios 1 through 17. Waterford: The Bureau of Business Practice, Inc., 1964.

Filmstrips—Fundamentals of English Series. (402300) Gregg Division of McGraw-Hill Book Company filmstrips. Order from School Equipment Distributors, 319 Monroe Street, Montgomery, AL 36104. Set of six color filmstrips for $37.50; each for $7.00: Nouns and Their Uses, Prepositions, Conjunctions, Verbs, Adjectives and Adverbs, Simple Sentences.

Filmstrips—Coach for Good English Series. (116000) Gregg Division of McGraw-Hill Book Company filmstrips. Order from School Equipment Distributors, 319 Monroe Street, Montgomery, AL 36104. Set of six color filmstrips for $37.50; each for $7.00: Transitive Verbs Direct Objects; Linking Verbs and Predicate Nominatives, Using Perfect Tenses: Building Sentences; Adverbial Clauses and Complex Sentences; adjective Clauses and Relative Pronouns; Compound Sentences, General Review.

Programmed Instruction—English Grammar. Authored by Gordon Lish; includes Volume 1—The Syntatic Elements and Volume 2—Syntatic Units. Order from: Behavioral Research Laboratories, Ladera Professional Center, P. O. Box 577, Palo Alto, CA 94302. (These two programmed units should serve well as a supplemental aid for remedial instruction in basic structure and grammar.)

Tapes—Letter Writing for the Office. Twelve tapes; 42 lectures (110800) for $131.40. Correlated Student Syllabus to reinforce lectures (216720) for $4.85. Five-inch reels or cassettes available from: Class National Publishing, Inc., 3825 Bunker Hill Road, Brentwood, MD 20722 OR Western Tape, Division of Educational Products Company, 2273 Old Middlefield Way, P. O. Box 69, Mountainview, CA 94040. (Primarily a course in writing; secondarily a course in writing for the office. Includes a careful treatment of word selection, as well as phrase, sentence, and paragraph development. Also includes instruction on "How to Dictate Letters.")

Tapes—Punctuation Review for Stenographers and Office Workers. Fifteen tape sides introducing grammar exercises and reinforcement drills—eight tapes and Teacher's Key for $77.50. The manual can be used as a dictation text. Five-inch reels or cassettes available from: Class National Publishing, Inc., 3825 Bunker Hill Road, Brentwood, MD 20722 OR Western Tape, Division of Educational Products Company, 2273 Old Middlefield Way, P. O. Box 69, Mountainview CA 94040 OR Teaching Aids Incorporated, P. O. Box 3527, Long Beach, CA 90803.

X. RESOURCES FOR TEACHERS

A. Books and Manuals

Teachers' manuals (or teacher editions), keys, and test manuals for student textbooks

Rose, Clare. Instructional Objectives Exchange, Business Education Secretarial Skills. P. O. Box 24095, Los Angeles, Calif. 90024, 1970.

Shurter, Robert. Effective Letters in Business, 2nd edition. New York: McGraw-Hill Book Co., 1954. (See p. 86 for rating chart for letters.)

B. Audio-Visual Aids

1. Charts

Typewriting Instructional Wall Charts for Letters, Split-Stick Mounted. Cincinnati: South-Western Publishing Company.

2. Transparencies

Western Publishing Educational Services, 1220 Mound Avenue, Racine WI 53404

J8-779 through J8-788—Various types of letters w/overlays
J8-789 through J8-791—Types of punctuation in letters w/ overlays
J8-793 and J8-794—Folding for large and small envelopes w/overlays

C. Periodicals

Balance Sheet. Cincinnati: South-Western Publishing Company.

Business Education Forum. Washington D. C.: National Business Education Association.

Business Education World. New York: Gregg Division of McGraw-Hill Book Company.

Journal of Business Education. East Stroudsburg: Robert C. Trethaway, 34 N. Crystal Street.

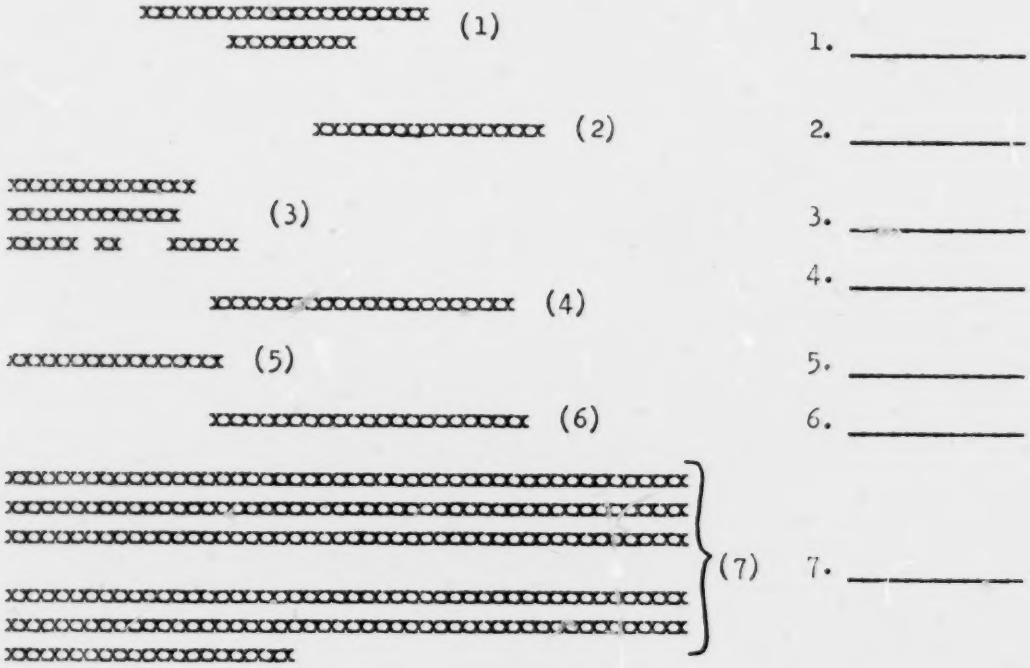
The Secretary. Kansas City: National Secretaries Association.

Today's Secretary. New York: Gregg Division of McGraw-Hill Book Co.

APPENDIX

SUGGESTED TEST ITEMS

A. Letter Parts and Placement
In the space provided, identify each letter part.



1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____

SUGGESTED TEST ITEMS, Continued

B. Choose the Correct Answer

1. In the modified block style letter, the date and closing lines are typed beginning (a) 5 spaces to the left of the center; (b) 5 spaces to the right of the center; (c) at the horizontal center of the page.

2. If no mark of punctuation is used after the salutation and complimentary close, the type of punctuation used is (a) open; (b) closed; (c) mixed.

3. The address on an envelope is typed (a) approximately 5 spaces to the right of the horizontal center; (b) approximately 5 spaces to the left of the horizontal center.

4. The spacing between the closing lines of a letter and the typist's initials should be (a) single; (b) double; (c) triple.

5. On an AMS Simplified letter the typist would omit the (a) salutation and complimentary close; (b) date; (c) inside address.

C. Addressing Envelopes

Correct and type the following addresses on the envelopes provided.

1. Mr. A. J. Link, The Western Publishing Company, Inc., 211 Newton St., Little Rock, Arkansas 72203.

2. Mr. Ralph Stevens, Hotel Carlyle, 551 Madison Avenue, New York, New York 10018.

3. Mr. Clifford Ames, President, Ames Tool & Die Works, 1860 N.W. 2nd Street., Waterbury, Connecticut, 16709.

4. Dr. Hubert Wilson, M.D., Brown Medical Center, 1812 Wilson Avenue, Lexington, North Carolina, 27292.

5. Boots and Saddle, Inc., Mount Wilson, California, 91023, Attention J. M. Smith.

D. Language of Business

Substitute modern language for the trite expressions listed.

1. acknowledge receipt of
2. as per
3. attached please find
4. at your earliest convenience

SUGGESTED TEST ITEMS, Continued

D. Language of Business, Continued

5. thank you for your favor
6. due to the fact that
7. in re
8. up to this writing
9. advise
10. at the present writing

E. Grammar, Spelling, and Punctuation

Find and circle each error in form, spelling, grammar, or punctuation and then retype the following letter correcting the errors.

2-11-72

Dade Paper Co.
2600 N. W. 5 Ave.
Miami, fla., 33126

Dear Gentlemen;

I am reading the advertisements in this mornings Herald and I happened to see your ad. for a secretary.

I will be gratuated in June 1972. I have taken business corses for 2 years. These corses are listed on my personel Data Sheet which is attached.

I can come in for a interview at any time convenient for you. I may be reached at 821-7981 anytime after 2 o'clock.

Yours truly,

F. Letter Writing

The following problems are letters to be written using the information given. In addition to the specific criteria given with each problem the letter should be correct in grammar, punctuation, and spelling.

1. In a magazine you find an advertisement for Sunshine Summer Camps, P. O. Box 1431, Glendon, North Carolina 27251, stating that they will send an illustrated booklet on request. Compose a letter asking for the booklet and type it in block style using mixed punctuation.

SUGGESTED TEST ITEMS, Continued

F. Letter Writing, Continued

CRITERIA: The request letter will include the following:

a. clear statement of what is wanted
b. who wants it
c. why it is wanted

2. You have written a report requested by your employer on the condition of the equipment in your office. Compose and type in modified block form, using open punctuation, the letter of transmittal to accompany the report.

CRITERIA: The letter of transmittal will include:

a. by whose authority the report has been done
b. its purpose
c. its scope
d. length of time given to the study
e. acknowledgments

3. The First National Bank has received an inquiry from The General Manufacturing Co., Inc., 112 Spring Avenue, Stinnet, Utah 79083, asking about the services the bank offers to businesses. You will answer the inquiry using modified block style, indented paragraphs, and open punctuation describing the services offered to businesses. The bank has a department for businesses and offers a free consulting service.

CRITERIA: The answer to the inquiry letter will include:

a. a friendly opening
b. an invitation to visit the bank
c. a description of services offered

4. You are a secretary for Valenti Art Gallery. You have received a claim letter from Edwin C. Baker stating that the frame he ordered was supposed to be a custom wood frame instead of the chrome frame that he received. Write him a letter of adjustment using the following information.

Valenti Art Gallery	Mr. Edwin C. Baker
100 N. W. 79 Street	220 Beach Park Drive
Miami, FL 33150	Palm Beach, FL 33404

CRITERIA: The letter of adjustment will include:

a. a statement of what will be done about the claim
b. positive words and constructive (if any) criticism
c. an acceptable solution

SUGGESTED TEST ITEMS, Continued

F. Letter Writing, Continued

5. You are asked by your employer, area director of General Business Services, Inc., to write a sales letter to be sent to a list of small businesses giving them information about his new accounting service especially tailored for each business. This firm features a copyrighted bookkeeping system that will allow the businessman to see the profit made each day. Every month the businessman receives a printout of his profit and loss statement. Your employer offers the services of an accountant for a fraction of the cost of having an additional accounting employee on the payroll of the serviced business.

   CRITERIA: The sales letter will include:

   a. a device to attract the reader's attention
   b. the creation of a desire for the product or service
   c. statements to convince the reader that the product or service is the best of its kind
   d. statements to motivate action

6. You are working in the collection department of Sander's Department Store. Mrs. Allen Thorpe owes the store $97.27 for three pantsuits she charged on her account. She has received her routine bill and one reminder. Write the collection letter using the following information:

   Sander's Department Store
   250 Main Street
   Tamora, Nebraska 68449

   Mrs. Allen Thorpe
   1221 Carolina Avenue
   Tamora, Nebraska 68449

   CRITERIA: The collection letter will include:

   a. a statement of the overdue bill, including the items purchased and the amount
   b. an avoidance of accusations or threats
   c. an appeal to the customer's self-interest to convince her to pay her bill

7. You are the supervisor of a department in Braddock Tax Service. William Bruce has asked you to write a letter of recommendation to Winn's Accounting Service. He is applying for a position as a consultant. He has worked for you for three years and has been a valuable employee.

   CRITERIA: The letter of recommendation will include:

   a. identification of your position and the length of time you have worked with the employee

SUGGESTED TEST ITEMS, Continued

F. Letter Writing, Continued

b. an assessment of his skills in accounting
c. a recommendation to employ the applicant

8. Using classified help wanted ads from a Sunday newspaper, select a job for which you feel you are qualified. Compose and type your personal data sheet and an accompanying application letter.

CRITERIA: The data sheet will include:

a. the current date
b. your name, address, and phone number
c. statement of the position sought
d. your educational background, specifying courses of a business nature
e. a list of organizations and activities in which you have participated
f. history of your previous work experience
g. list of references with titles and addresses

CRITERIA: The application letter will include:

a. date of application
b. job title
c. source of information about the job
d. statement of interest and reference to enclosed data sheet
e. place, telephone number, and hours you can be reached to arrange for an interview

DIRECTIONS FOR USING ZIP CODES AND STATE ABBREVIATIONS IN ADDRESSES

The U. S. Postal Service is beginning to use the Optical Character Reader. When a letter is slotted into the OCR computer, an "eye" scans upward from the bottom of the card or envelope, identifies city-state-ZIP codes and sorts the letters. Envelopes typed according to the following rules make the use of the machine possible.

1. For standardization leave two or three spaces before a ZIP code number.

2. Type directions such as "Airmail," "Confidential," or "Please Forward" four lines below the return address—not below the main forwarding address.

3. Block the address lines. Do not arrange them in indented form.

4. Single space the address lines, regardless of the number of lines.

5. Use the following two-letter state abbreviations (with no periods):

OLD	NEW	OLD	NEW
Ala.	AL	Mont.	MT
Alaska	AK	Nebr.	NB
Ariz.	AZ	Nev.	NV
Ark.	AR	N. H.	NH
Calif.	CA	N. J.	NJ
Colo.	CO	N. Mex.	NM
Conn.	CT	N. Y.	NY
Del.	DE	N. C.	NC
D. C.	DC	N. Dak.	ND
Fla.	FL	Ohio	OH
Ga.	GA	Okla.	OK
Hawaii	HI	Oreg.	OR
Idaho	ID	Pa.	PA
Ill.	IL	P. R.	PR
Ind.	IN	R. I.	RI
Iowa	IA	S. C.	SC
Kans.	KS	S. Dak.	SD
Ky.	KY	Tenn.	TN
La.	LA	Tex.	TX
Main	ME	Utah	UT
Md.	MD	Vt.	VT
Mass.	MA	Va.	VA
Mich.	MI	Wash.	WA
Minn.	MN	W. Va.	WV
Miss.	MS	Wis.	WI
Mo.	MO	Wyo.	WY

KEY FOR SUGGESTED TEST ITEMS

A. Letter Parts and Placement

1. letterhead
2. date
3. inside address
4. attention line
5. salutation
6. subject line
7. body
8. complimentary close
9. company name
10. signature block
11. reference initials
12. enclosure notation
13. cc notation

B. Choose the correct answer

1. c
2. a
3. b
4. b
5. a

C. Addressing Envelopes

Since it would require too much space to present envelopes in this course of study, it is up to the teacher to supply the key for this section.

D. Language of Business

1. thank you for your letter or we received
2. according to
3. we are attaching or we are enclosing our check
4. soon
5. thank you for your letter
6. as, because, since
7. regarding, concerning, as to
8. so far
9. say, tell, let us know
10. now

KEY FOR SUGGESTED TEST ITEMS, Continued

E. Grammar, Spelling, and Punctuation

2-11-72

Dade Paper Co.
2600 N. W. 5 Ave.
Miami, Fla. 33126

Dear Gentlemen;

I am reading the advertisements in this mornings Herald and I happened to see your ad. for a secretary.

I will be gratuated in June 1972. I have taken business corses for 2 years. These corses are listed on my personel Data Sheet which is attached.

I can come in for a interview at any time convenient for you. I may be reached at 821-7981 anytime after 2 o'clock.

Yours truly,

February 11, 1972

Dade Paper Company
2600 N.W. Fifth Avenue
Miami, FL 33126

Gentlemen:

I was reading the advertisements in this morning's Herald, and I saw your advertisement for a secretary.

I will be graduated in June, 1972. I have taken business courses for two years. These courses are listed on my Personal Data Sheet, which is attached.

I can come in for an interview at any time convenient for you. I may be reached at 821-7981 at any time after two o'clock.

Yours truly,